



June 15<sup>th</sup>, 2006

Dear Franchising Executive:

Consider a two-prong approach to launching your franchise activity in Italy: participate in the U.S. pavilion at the leading franchise show "Franchising & Partnership" and benefit from the focused matchmaking campaign. This campaign features a schedule of pre-screened, one-on-one appointments with potential master licensees.

The Milan office of the U.S. Department of Commerce will provide you with a turnkey booth, conduct the matchmaking campaign, assist with qualified interpreters, promote and advertise the U.S. pavilion, assist with the logistics, and much more.

The 21<sup>st</sup> Edition of "Franchising & Trade", to take place on October 20<sup>th</sup> – 23<sup>rd</sup>, 2006, will be held at the new Milan – Rho Fairgrounds, the world's largest and most prestigious trade show facility. The U.S. pavilion will be one of the most important of the event, as it has been for the past ten years and, will receive ample press coverage and high visibility. Milan is the ideal site, as the commercial capital of Italy, one of the world's most advanced economies, and a market of 58 million people.

Please review the attached information and fax back the "rapid response form". We will contact you and outline the entire program. We are eager to promote your company in the growing Italian market!

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**RAPID RESPONSE FORM**  
**U.S. PAVILION AT THE ITALIAN FRANCHISING EXHIBITION**  
**'FRANCHISING & TRADE'**  
**Milan, Italy – October 20<sup>th</sup> – 23<sup>rd</sup>, 2006**

**Yes, I am interested in learning more about participating in the U.S. Pavilion at the Italian Franchising Exhibition, 'Franchising & Trade'.**

**Please contact me with additional information**

Name of Company: \_\_\_\_\_  
Contact Person: \_\_\_\_\_  
Address: \_\_\_\_\_  
ZIP: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
E-Mail: \_\_\_\_\_ Website: \_\_\_\_\_  
Description of your type of business: \_\_\_\_\_  
\_\_\_\_\_

**PLEASE FAX THIS FORM TO:**  
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